

## REMARKS

In response to the above identified Office Action, Applicants have amended their application and respectfully request reconsideration thereof.

### *Amendment of Claims*

Claims 1-4, 9-19 and 21-22 have been amended to improve and/or to correct an improper antecedent.

Claim 12 has been amended to include subject matter corresponding substantially to that of cancelled claim 20. Applicants acknowledge that an amendment to any finally rejected claim cannot be entered as a matter of right; however, claim amendments may be entered where they merely adopt examiner's suggestions; remove issues for appeal or, in some other way, require only a cursory review. Applicants believe the proffered amendments will require a cursory examination by the Examiner and have placed the claims in condition for allowance.

### *Response to Claim Rejections – 35 USC § 102*

Claims 1-22 stand rejected under 35 U.S.C. 102(b) as being anticipated over U.S. Patent No. 5,950,173 (hereinafter Perkowski).

Applicants respectfully submit that claims 1-22 should not be rejected under 35 U.S.C. § 102(b) for the reason that Perkowski does not disclose each and every limitation of the claim 1 of the present application.

Claim 1, as amended, includes the following limitation:

retrieve product information from at least one external source and ...to normalize said product information in accordance with the prestored product information.

The Final Office Action, in rejecting claim 1, contends that the above limitation is anticipated by the following disclosure in Perkowski:

IP/SN	REGISTRANT'S NAME	PRODUCT DESCRIPTION	UNIFORM RESOURCE LOCATOR (URL)	TRADE/SERVICE MARKS	E-MAIL ADDRESS	STATUS
7/18908/178740	APPLE COMPUTER, INC. CUPERTINO, CALIF.	POWER MAC 7500/120 PERSONAL COMPUTER	http://www. ....	POWER MAC.		
0373/1006	PROCTOR & GAMBLE	TOOTH PASTE	http://www. ....	CREST		
3/12547/684040	WARNER WELLCOME	ACID REDUCER	http://www. ....	ZANTAC, ZANTAC 75		
060005/178434	KODAK, INC.	FILM PROCESSING	http://www. ....	KODAK		
027242/510570	SONY, INC.	PERSONAL COMPUTER	http://www.sony.com/pc	SONY		

FIG. 4A1

Specifically, the Final Office Action states that "Each described data collector retrieves data from sources and normalizes the data by inserting the data into the predefined columns of the tables in FIGS. 4A1...".

Claim 1 requires retrieving product information and normalizing retrieved product information in accordance with prestored product information.

According to Webster<sup>1</sup>, “normalize” means to conform to a norm or standard. For example, the specification provides an exemplary embodiment of prestored product information in the form of the product description “notebook” and an exemplary embodiment of retrieved product information in the form of the product description “laptop” (Application, page 14). To continue with the exemplary embodiment, normalizing “laptop” to “notebook” includes identifying that “laptop” is an alias for “notebook” (Id.). That is, the product description “laptop” is normalized to the product description “notebook”. In contrast, Perkowski does not normalize retrieved product information in accordance with prestored product information; but rather, inserts data into predefined columns. Clearly a predefined column is not prestored product information. Perkowski therefore cannot be said to anticipate the above quoted limitation because Perkowski inserts data into predefined columns and claim 1 requires normalizing retrieved product information in accordance with prestored product information.

In summary, Perkowski does not disclose each and every limitation of claim 1, as required to support a rejection of this claim under 35 U.S.C. § 102(e).

Independent claim 10 includes a limitation corresponding substantially to the above-discussed limitation of claim 1. The above remarks are accordingly

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<sup>1</sup> Webster’s II New College Dictionary, Houghton Mifflin Company (1999).

Applicants request that the above remarks and amendments contained herein also be considered when examining the other independent claim for allow ability.

As dependent claims are deemed to include all limitation of claims from which they depend, the rejection of claims 1-7 and 11 under 35 U.S.C. 102(b) is also addressed by the above remarks.

Claim 12, as amended, includes the following limitation:

suggesting at least one of a complementary product and a complementary service offered for sale with the at least one of the product and the service.

The Final Office Action, in rejecting claim 12, as amended, does not cite any specific disclosure in Perkowski as being relevant to the above limitation.

Applicants do note that Perkowski discloses the following:

As shown in FIG. 4A2, these information subfields comprise: a Product Advertisement Information Field for storing information representative of URLs pointing to information on the Internet relating to advertising and/or promotion of the product;

Perkowski, Col. 20, lines 9-13.

The above quote from Perkowski describes a Product Advertisement Information Field for storing URLs that point to information that is related to the product.

Claim 12 requires suggesting a complementary product that may be purchased with the product. In contrast, the above disclosure from Perkowski does not disclose suggesting a complementary product that may be purchased with the product; but rather, an advertisement information subfield for storing a URL that points to information that is related to the product. Perkowski therefore cannot be said to anticipate the above quoted limitation because Perkowski discloses an advertisement information subfield for storing a URL that points to information that is related to the product and claim 1 requires suggesting a complementary product that may be purchased with the product.

In summary, Perkowski does not disclose each and every limitation of claim 12, as required to support a rejection of this claim under 35 U.S.C. § 102(b).

As dependent claims are deemed to include all limitation of claims from which they depend, the rejection of claims 13-21 under 35 U.S.C. 102(b) is also addressed by the above remarks.

Claim 22 includes the following limitation:

assigning a token integer to each character string...

The Final Office Action, in rejecting claim 1, contends that the above limitation is anticipated by the following disclosure in Perkowski:

IP / SN	REGISTRANT'S NAME	PRODUCT DESCRIPTION	UNIFORM RESOURCE LOCATOR (URL)	TRADE/ SERVICE MARKS	E-MAIL ADDRESS	STATUS
7/18908/178740	APPLE COMPUTER, INC. CUPERTINO, CALIF.	POWER MAC. 7800/120 PERSONAL COMPUTER	http://www.-----/	POWER MAC.		
0373/1006	PROCTOR & GAMBLE	TOOTH PASTE	http://www.-----/	CREST		
3/12547/884040	WARNER WELCH	ACID REDUCER	http://www.-----/	ZANTAC, ZANTAC 75		
0/00005/175434	KODAK, INC.	FILM PROCESSING	http://www.-----/	KODAK		
...	...	...	...	...	...	...
0/27242/510579	SONY, INC.	PERSONAL COMPUTER	http://www.sony.com/jpc	SONY		

FIG 4A1

Specifically, the Final Office Action states that "Token integers (IP/SN) are associated with character strings (product descriptions)".

Perkowski discloses the following:

As shown in FIG. 4A1, the relational-type IPI Registrant Database maintained by each IPD Server comprises a plurality of labelled information fields for each product "registered" therewith, namely: an IPN Information Field for storing information (e.g. numeric or *alphanumeric string*) representative of the Universal Product Number (e.g. twelve-digit UPC Version A number or eight-digit UPC Version E number) assigned to the consumer product; a Company Name Information Field for storing information (e.g. numeric or *alphanumeric string*) representative of the name of the company making, selling or distributing the corresponding product; ; a URL Information Field(s) for storing information (e.g. numeric or *alphanumeric string*) representative of the Universal Resource Locator (URL) or Universal Resource Locators (URLs) at which information resource(s) of the multimedia type can be found on the Internet relating to the corresponding consumer product....

Col. 18, lines 33-39.

The above quote from Perkowski discloses that Figure 4A1 illustrates a plurality of information fields for a registered product. The plurality of

information fields may include at least three alphanumeric strings. The IPN Information Field may be an alphanumeric string; the Company Name Information Field may be an alphanumeric string; and the URL Information Field may be an alphanumeric string.

Claim 22 requires assigning a token integer to each character string. In contrast, the above quote from Perkowski does not disclose assigning a token integer to each character string in Figure 4A1; but rather; discloses information fields each of which may be numeric or alphanumeric. Perkowski therefore cannot be said to anticipate the above quoted limitation because Perkowski discloses information fields that may be numeric or alphanumeric and claim 22 requires assigning a token integer to each character string.

In summary, Perkowski does not disclose each and every limitation of claim 12, as required to support a rejection of this claim under 35 U.S.C. § 102(b).

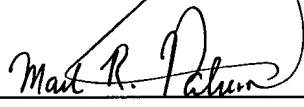
In summary, Applicants believe that all rejections presented in the Final Office Action have been fully addressed and withdrawal of these rejections is respectfully requested. Applicants are mindful that the proposed amendments cannot, as a matter of right, be entered. Nonetheless, Applicants believe that the proposed amendments require only a cursory review by the Examiner to remove issues from appeal. Applicants furthermore believe that all claims are now in a condition for allowance, which is earnestly solicited.

If there are any additional charges, please charge Deposit Account No. 02-2666. If a telephone interview would in any way expedite the prosecution of the present application, the Examiner is invited to contact Mark Vatuone at (408) 947-8200.

Respectfully submitted,

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